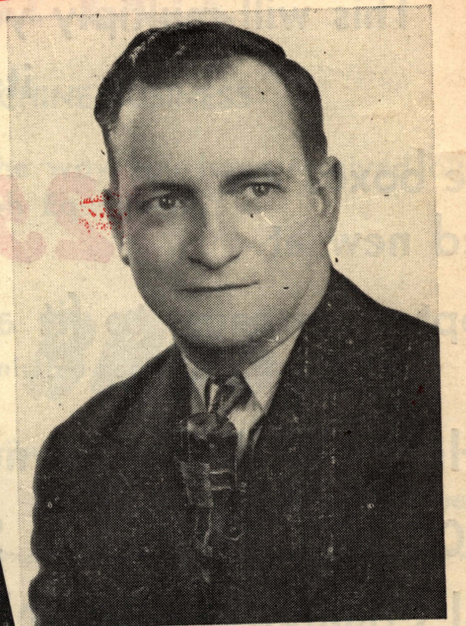
THE CANADIAN COIN BOX & VENDING

ROMEO LANIEL



EDOUARD LANIEL

Still Leading the way in Eastern Canada

DECEMBER 1948

"Reg"

We Wish A Very

Merry Christmas

And A

Prosperous 1949

To 1278 of our Customers and all the Rest

R. C. 'Reg." Gilchrist

Be Sure . . .

Buy Seebury

THE BALDWIN DISTRIBUTING CO., LTD.

620 KING W. TORONTO, CAN.

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A MONTHLY PUBLICATION FOR THE CANADIAN AMUSEMENT OPERATOR

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MUSIC BOXES

To attach on to your present Juke Boxes.

Individual Speakers on each box

This will multiply your income as each booth receives its personal music

These boxes are priced new at **$25.00 & $15.00** For used ones

Adoptor for same to fit any kind of phonographs . . $20.00
When ordering specify your make of phonographs

Wurlitzer Wall Boxes, new model 3031 . . $65.00

"5-10-25c" 125 used $15.00 - model 120, used $15.00

AMI Counter and Wall Box, new $45.00 - - used $25.

Non Selective Wall Box new $4.50 - - used $3.00

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Merry Christmas and Happy New Year to

All Our Friends Across Canada

TELEPHONE
WE. 1125-26

LANIEL AMUSEMENT

1807-15 NOTRE DAME W.,
MONTREAL 3, QUE.

Best Wishes to our

Trade Magazine

The Canadian Coin Box

and to . . .

ALL OUR FRIENDS IN THE COIN MACHINE BUSINESS

"Thanks! For your wonderful co-operation and the way you have received our product in the Seeburg Phonograph Equipment."

VAN DUSEN BROS.

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Send for our latest price list on Games, Phonographs, etc.

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1. ATCORA is Canadian made and is approved by the Canadian Standards Association.
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4. Hidden aerial for greater selectivity.
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Automatic Phonographs **COIN OPERATED MACHINES AND SUPPLIES** **Watling Fortune Scales**

779 BANK STREET **OTTAWA, ONTARIO**

COIN BOX

DECEMBER 1948

Vol. 2 — No. 14

Edited and Published in Owen Sound, Ontario

BY EDDIE SARGENT

Printed by THE GEORGIAN PRESS

United States Representative — McIntyre, Simpson & Woods, Chicago

Advertising and Copy Deadline 10th of Each Month

RATES ON REQUEST

Editorial

By a Leading Personality in the Industry

A newcomer in the automatic phonograph business let his hair down to me the other day. "When I first started in this business I was a ball of fire," he said. "I kept every phonograph regularly serviced, spotlessly clean, and was careful to choose the best records suited to each location. But after about six months or so I found there is something about this business that encourages laziness, especially so if grosses drop. I didn't service the phonographs so often and I didn't keep them so clean, and I became more slovenly in my choice of records."

My advice to this young man was, "You've got to get in there and pitch every day, and for six days in each week." You can't get very far with phonographs without action, and success lies in the amount of interest, enthusiasm, and activity displayed.

This young man's worst enemy, evidently, was his knack of wasting time. I warned him about ten of the most dangerous saboteurs of time and action, which are as follows:

(1) Unnecessary talking and visiting with proprietors, waitresses, customers or friends on location. (2) Starting late in the morning, and not getting a full eight hours of useful work done each day. (3) His delays in getting actual work started. Putting off until tomorrow what should be done today. Looking or dawdling at work and not doing it is his great time-waster. (4) Slowing down towards the end of the day; quitting early. (5) Not keeping records, supplies, parts, tools, or equipment handy and in order. (6) Taking more time than needed in changing records, checking cash and on minor repairs. (7) Failure to ask for advice when needed, and failure to listen to advice from experienced Distributors or Operators. (8) Idling between small repair jobs, or between calls or interviews, or postponing action for various other pretexts. (9) Waste motions due to any other unsystematic personal working habits. To keep ALL phonographs in tip-top shape, regardless of what revenue they are bringing in. (10) Not to let his talk or his actions ramble off onto details and miss major objectives.

My parting words to this young operator were: "Do not waste time, for time is the stuff that life is made of. Some people work quietly, almost effortlessly; others display great gusto, even fireworks. Take your choice! The important point is to get things done and to get them done NOW! In this way your success and expansion as a Phonograph Operator are assured.

MARTY MOROSNICK,
WINNIPEG COIN MACHINE.

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All Machines Cleaned, Overhauled and Mechanically Perfect — Ready for Location

10	Brand New Packard Wallboxes	$ 42.50 each
10	Slightly Used Packard Wallboxes	37.50 each
2	Wurlitzer 1015 Model	700.00 each
2	Wurlitzer 750 Model	350.00 each
3	Mills Throne of Music	175.00 each
2	Wurlitzer Cabinets, 780 Model	60.00 each

Compare prices and order now. First come, first served. We will consider exchanging any or all of this merchandise for post-war free play games.

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100% LEGITIMATE

Coin Machine Operation in Toronto

Annual Net in excess of $30,000—with location, demand and equipment on hand to double this!

All post-war equipment, an Operator's dream.

Priced at less than $40,000—with reasonable cash payment.

The chance of a lifetime because of Owner's other interests.

BOX 6

THE CANADIAN COIN BOX

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to all my Friends in the Business
and a hope that 1949 will be a
prosperous one for you all.

Congratulations to Eddie Sargent
on His 2nd Anniversary of Coin Box

FOR SALE:

- Install our 1948 Floor Model Coin Radios at **$62.00 each** and watch your profits perk up!
- Used Solotone Boxes, **$17.50 each.**
- Brand new Packard Adapter for Seeburgs to play from the floor. **$60.00.**
- Like New, Packard Steel Cabinet with Packard Adapter on 24 Wurlitzer mechanism. **$375.00.**

Allan Pullmer

30 Buckingham Apts. Winnipeg, Man.

New Look Vend-O-Matic Merchandiser

HUMANS ERR — VENDOMATIC NEVER

CHECK THESE FEATURES!!!

- √ Height 66 in. — Width 38 in. — Depth 17 in. at base.
- √ One intake slot — Operates on any combination of coins.
- √ 3 Colors — Maroon, Blue or Ivory in Baked Enamel Finish.
- √ Credit Indicator — Lights up to show amount deposited prior to each sale.
- √ 8 Compartments — Interchangeable to handle packaged goods from 3½ to 5 in.
- √ Each Compartment adjustable to make individual sales from 5c through to 50c.
- √ Precision Built Mechanism — Cabinet of Auto Body Steel — CSA Approved.

EACH SALE IS MADE IN LESS THAN 2 SECONDS
SELLS FOR CASH — 24-HOUR SERVICE

Removes Pilfering Opportunities.
Reduces Labor Strain.
Saves Customer's Time.
No Waiting — No Back Talk.
Eliminates Frequent Inventory.

DON'T DELAY
Place Your Order Today
And Sell Cigarettes
The Modern Way

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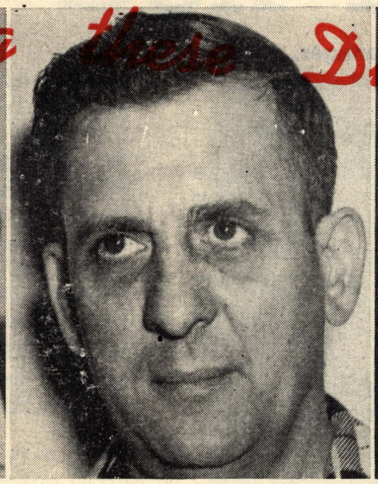

S. R. Collard, Manager of the ABC Distributors, Preston, Ont.

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Around the Town and the Country

(By Art. Lipton, Regional Sales Manager, Siegel Distributing Co., Ltd., Exclusive Distributors for Wurlitzers in Canada)

Well, here I am in Montreal and dishing out a little bit of news about the Quebec operators. Our first stop was at Ste. Adele, a little town about forty miles from the big city. Here we have about three operators covering a territory about two hundred miles and all saying By Gar the Juke box business she's good. . . Louis Faust and his pretty wife who entertained me and Charlie Nault, Manager Siegel's of Montreal, has quite nice operation and claims he would not operate anything but Wurlitzer wall boxes and finds that they are the easiest to operate . . . has ten wall box location and averages about sixty dollars a week. . . A nice one to see is at the Mont Cassin at Shawbridge where the machine plays all night and I know because I could not sleep when I stayed there. . . He claims his daughter, Collette, and son are going to take over as soon as they get a little older and then he will retire. . . Good luck Louis and family. . . Further north we saw Mr. Karribean who was busily getting ready to open his new theatre and in between he purchased several of Wurlitzer model 1080's.

Imagine what he would have bought if he had time. . . Through the Mariesville district stopped and saw Bissett and his brush cut partner Marcel and have those boys rapidly expanded. . . They are operating all around Montreal and go as far as Cowansville. . . More power to you boys.

Met Al Boudreau of Quebec at Three Rivers and Maurice Boutin and we cut bread and wine (Whiskey Blanc). Boutin is just trying out his first wall box location. . . Charlie Vetere the basket ball fiend promises to drop down to Toronto to see a good hockey game soon. . . Has all his machines out and working. . . Pit Halikas who has fine Club in Drummondville showed us around and say it's quite a layout. . . Recommends model 1100's Wurlitzers to all operators. . . Landry from Baie Comeau, Quebec, dropped in at our Montreal office and took back several new machines and model 3031 wall boxes. . . He was saying his territory is already covered with snow and here it is so nice.

J. C. Blouin, of Three Rivers, was on his way hunting and asked us to join but unfortunately we have income tax to pay so had to work. . . My good friend Sam Schwartz, of Federal Music of Montreal, who is a proud papa, says his son will step into his shoes and really look after things in the big city. . . All the operators better be careful. . . When in Montreal and you want to buy a hat drop in to the Montpetit Coin Machine Co. . . . oops, sorry, I mean into Charlie Montpetit haberdashery and men's wear store. He has the finest shirts with two sleeves if you want it. . . Don't forget a neck tie for the plug Charlie. I also drive a car so I am plugging Philips gasoline station who is the other partner of Montpetit's juke box business. Just send me ten gallons of Prestone. . . Funny ain't I.

As you walk into Silver's Arcade on St. Lawrence they hand you three darts, throw them against some balloons that you can't even see and take 25 cents but I fooled them; I always carry binoculars so I won a seegar and kept the broken balloons. . . Have a nice arcade there and their juke business is not to be sneezed at either. . . On the way home I was royally entertained by the Lewis Music Sales of Hawkesbury. . . They really showed me the whole town, both sides of the street. . . The boys have about fifteen new Model 1100 Wurlitzers and wish they could get some more and all I say when the embargo comes off (who knows when is the sixty-four dollar question) there will be all he wants. . . Henry Ing's son, Harry, was asking me about the coin machine convention and suggest that he contact our able mayor and publisher. . . Good luck till next month.

★ ★ ★

LIONS WEIGH IN

PHOENIX, Arizona, September 11.—Local Lions Club here has evolved a unique method of obtaining money for purchase of scales with which to increase the club's Sight Conservation Fund. This week members were put on scales before a dinner meeting and assessed 1 cent per pound.

FOR SALE

FIVE JUMBO PARADES

Two Pay Outs	Three Free Plays
ENTIRE LOT	$250.00
SINGLE MACHINE	$ 75.00

Maritime Automatic Music Co.

P.O. BOX 33 AMHERST, N.S.

FOR SALE

6 Wurlitzers, #750's, at $475.00 each
5 Wurlitzers, #800's, at $495.00 each
3 Colonials, at $475.00 each
150 Mills Goose Necks $ 95.00 each
(Double Jack Pots)
IDEAL FOR CLUBS, ETC.

QUEBEC COIN MACHINE REG'D

1247 GUY STREET MONTREAL

Juke Box King

By KEN JOHNSTONE

Standard Staff Writer

"What does it feel like to be king of the juke boxes in Canada?" I asked Al Siegel, who heads a firm which distributes 70 per cent of all the automatic commercial phonographs in the country.

"Well," said Al, "I never quite looked at it in that light. Besides, we call them 'Wurlitzers,' which is somewhat more stylish. Jukes have a funny name, which they don't deserve. Why, we feed automatic music into some of the smartest joints in Montreal and Toronto."

"How did they ever get that name, anyway?" I asked him.

"As it happens," explained Al, reaching for a folder that was suspiciously handy, "I have been doing some research. And I may tell you that the term 'juke' has a very honorable heritage indeed. Way back in the 14th century—let me see now, it was in 1374 if I recall correctly—Chaucer used the word 'iowken'; get that? That means to rest or to sleep. Well, in the southern United States, in the hillbilly country, the old Elizabethan expression became 'jouke'. In the rest of the United States the word just died away. But the local taverns in these places were called 'jouke joints' and this later became corrupted to 'Jook'. The music boxes that were installed in these taverns became known as 'jook boxes'. So there you are. Now they are known as 'juke boxes', practically the same thing."

He paused.

"How did that sound?" he asked anxiously.

"Is that the only explanation?" I asked.

Another Version

Al took a quick look inside the folder, then closed it thoughtfully. "It seems," he went on apologetically, "that some of the experts disagree, particularly those with a grudge against juke boxes. This school contends that the old Elizabethan word was really 'jouk', which meant to dodge. So the places which served moonshine in the mountains were always on the move, dodging the revenuers. They were called 'jouk joints' as a result, and when the automatic phonographs went into these places, they got the name, 'jouk box.' That still dates the name back to Elizabeth, which is class, anyway. There are some morons who claim that the name came from the turpentine juke mills of the deep south where the colored folk worked, and even somebody claims that there was once a Swiss music box manufacturer named Jukes, but for my money, I'll take Elizabeth.

"Mind you," Al continued, "there's a lot of science to this business. You have to know your electrical engineering really to make headway today. All your top men in the business know that unless a machine sounds right, it doesn't do business. The muscle men who used to ring juke boxes in with their slot machines have fallen by the wayside. Now, you take Sammy Schwartz in Montreal; he's not the biggest man in the business there, but he's a whizz on the engineering side. And Laniel he's about tops in Montreal. He knows his business, you can bet."

"What do you call a big man in this business?" I wondered.

"Easy," said Al without hesitation, "Bill Fielding. He

weighs a good 300 pounds and he must handle around 700 machines. That makes him the biggest operator in the business on both counts. He works in Ontario. Marty Marusnick of Winnipeg is about the biggest out west and in the Maritimes Don Duff of Coney Island Amusements in Halifax is top man. An average operator has about 30 machines."

"How many of these contraptions are there in the country?" I asked.

"That is not a very polite word," observed Al, "but I let it pass for the moment. Total figure to date is around 13,050 machines in Canada, but there are more coming all the time. Our organization produces 60,000 machines a year, which are shipped all over the world. You may be interested to know that our machines are tested against heat and cold as well as alcohol—that is, the wood, of course. People can spill drinks, you know."

I asked how the juke box fitted into the Marshall Plan.

"It's right in there," Al said. "The juke box went overseas with the GI, more than 100 went into Germany, for instance. There's a big field in Britain too, when they get their currency situation straightened out. American troops made them juke-box-conscious, and if it wasn't for the embargo we'd be doing a big business there right

Turn to Page 10

Juke Box King

From Page 9

now. That's my territory, too, by the way. And I have faith in Sir Stafford Cripps."

Rise of Siegel

Skipping from the world situation to the domestic scene, I asked Al how he had risen to the top of the business.

"Well, it wasn't exactly by accident, and it wasn't by design either," Al pondered. "You see, I started out to be an electrician. I was just a young punk when I went up to Noranda. I was born in Toronto, April 27th, 1906, and I guess I wasn't more than 18 when I landed in Noranda, four years before Noranda Smelters opened up there. I guess I wired the whole town of Rouyn, but I left to go into the restaurant business in Toronto. I opened the first modern soda fountain on the corner of Brunswick and College with my two brothers. Then I got into ice cream with the American idea of the double dip. Boy, did that cause a stink with the big dairies! They didn't like the new idea of merchandising, but one dairy agreed to make our ice cream on the night shift, and that broke the boycott. Pretty soon everybody else had to follow suit. We had the double dip going in six stores. Then we copied the American 'Good Humor' ice cream bar on a stick, using boys to sell the product on the street. They didn't like that idea, either."

"It was about that time that I met Paul Schwartz, brother of the composer, Arthur Schwartz. He had a patented idea on the ice cream bar, and we somehow got into the song sheet business with 'Song Hit Folio'. I don't know how that connects up with ice cream, anyway, but there we were. We followed it up with 'Melodylane' and 'Popular Song Hits', and then carried music into the public domain with black and white song sheets which we sold to the syndicate shops."

"All that was a very profitable business indeed, but I was sighing for new worlds to conquer. I got to know someone in the manufacturing end of the new music box business, and Rockola, a smaller outfit than Wurlitzer, asked me to open in Toronto in competition. So I became an operator. At that time, Wurlitzers were handled by a big Canadian producer of radios and phonographs for distribution. I don't want to boast or anything like that but one day Dave Lee, who is export manager of Wurlitzer, came along and asked me how I'd like to take over. I guess that was one of the biggest moments in my life. I felt something like I did when I broke the ice cream blockade in Toronto. Anyway, that's how I made it. And last year I won the award for best sales and customer relationship in the company's field setup for that period."

"So that brings you to date?"

"Practically," sighed Al. "I dabble a little in night clubs. My only other hobbies are movie cameras and electric trains, which are very expensive hobbies indeed. Furthermore, my son seems to think that the train belongs to him. However, he is only 7½, so I don't have too much trouble about that."

"What message could I give to all the hundreds of thousands who faithfully drop their nickels in the slot?" I asked Al in parting. He swung in his chair and gazed thoughtfully into the shiny round turret-top of Model 1100.

"I see a wall box or a juke box in every place of public entertainment," he prophesied with a faraway look in his eye. "Look at the shot in the arm it gives the record business. Look at the opportunity for cultural advancement of the masses. Look at the break it gives the new artist. It is his show window. Today the man who caters to the public yet resists the onslaught of progress is just cutting his own throat—that's all, just cutting his own throat."

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St. Agathe des Monts, Que.
Wishes a
Merry Christmas
and
Prosperous 1949 to All

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COMPARE THESE PRICES

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Packard New Hi Chrome 5c & 10c	64.50
Packard Used	49.50
Rockola 1530	55.00
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Solotone Boxes, Used, 5 & 10c	19.50
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Adaptors & Amplifiers & Speakers, etc., for all Phonographs (State Model)	Write
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ONE BALL

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Record Time F.P.	350.00
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1-2-3 Pay Out and Free Play	125.00
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MANY OTHERS — WRITE

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MANY MORE — WRITE

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H.D. Rectifiers, All Games	8.75
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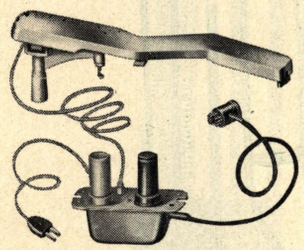
30-Wire Cable, rat and water proof, per foot	.30
Wurlitzer Genuine Crystal Conversion Pick-up for Model 800, 750, 700, 1015	10.95
Wurlitzer Complete Tone Arm and Pickup New Needle (Any Model)	7.50

LIGHTWEIGHT PICK-UPS

For All Wurlitzers and Seeburgs

Perfect Tone — Easy on Records



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15,000 Plays per Needle
2,000 Plays per Record

Perfect replacement for Wurlitzer 1100. Do away with costly upkeep of high cost tubes and cartridges. Give your phonograph superior tone with the Jacobs Replacement Tone Arms for your Wurlitzer 1100.

Jacobs Replacement Tone Arms for All Models Wurlitzer W-25	$ 21.50
Jacobs Replacement Tone Arms for All Models Seeburg with Electric Trip	27.50
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Pfanstiel Needles, each	.42
Miracle Point	.35

MANY OTHER PARTS — WRITE TO SAVE MONEY

COMPLETE HIDEAWAYS

with Adaptors, Amplifiers, Remote Volume and Cancel Controls. 60 Cycle.

AMI	$249.50
Rockola	300.00
Wurlitzer 24	450.00
Seeburg	375.00

PHONOGRAPHS

500 Wurlitzer	$395.00
800 Wurlitzer	595.00
780 Colonial Wurlitzer	600.00
1015—1947 Wurlitzer	950.00
Counter Model Wurlitzer, Like New	175.00
Hi-Tone Seeburg El. Selector	500.00
Lo-Tone, Like New	525.00
Colonel El. Selector Seeburg	450.00
Vogue Seeburg	375.00
1—46 Seeburg	875.00
Mills Throne—Reconditioned	200.00
Rhythm Master Rockola	175.00
Standard Rockola	350.00
DeLuxe Rockola	425.00
Super Rockola	450.00
1422—1947 Rockola	750.00

SLOTS

Superior Mystery 3-5 Pay Out, 5c	49.50
Mills 25c	165.00
Mills 10c	120.00
Jennings 25c Chief	125.00
Mills Qt. 1c	75.00
Mills Vest Pocket 5c	75.00
Pace 5c	125.00
Jennings 5-10-25c Triplex Chief	225.00
Mills Free Play Slot 5-10-25c	325.00
Jennings Free Play Slot 5c	175.00
Pace Free Play Slot 5c	250.00
1 Mills Cherry Bell 5c	175.00
Jennings 1c Jack Pot	39.50
Bally Bell, 5-25c, like new	250.00

MISCELLANEOUS

Imp 1 and 5c	$ 17.50
Gottlieb Grip Scales	39.50
Counter Slots	Write
Peanut Vendors	12.50
Smiley, Like New, 1c	9.75
Air Raider Gun	89.50
A.B.T. Guns	39.50
Daval Free Play	49.50
Liberty Pay Out or Token	49.50
Whizz	49.50
Metal Typer	495.00
Metal Typer Tokens	per M 14.50
Western Baseball	175.00
Mutoscope Sky Fighter	275.00
Mutoscope Photomatic 25 or 60 Cycle Hy. App. Supplies Free—Like New	1850.00
Mutoscope Punching Bag	275.00
Atomic Bomber	450.00
Blow Ball	75.00
Jumbo Parade	72.50
New Pop Corn Machine for Theatres, Resorts, etc.—Not Coin Operated	595.00
Used Automatic Pop Corn and Peanut Roaster Machine—Not Coin Operated	295.00

OPERATORS—We will buy new or used equipment. State in first letter quantity, condition, and lowest cash price.

TERMS—⅓ down, balance on delivery; or—Use our time payment plan of ⅓ down and balance in 3 to 24 months.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

ALL GOODS SUBJECT TO PRIOR SALE

WANT: Wurlitzer 1015, 1017, 1100. SEEBURG: 1-46, 1-47, 1-48. HIDEAWAY. All post-war wall-boxes and pin games. State quantity and price.

VINCENT A. BARRIE

Phone 2648 **(ST. THOMAS COIN SALES LTD.)** **669 Talbot Street, St. Thomas, Ont.**

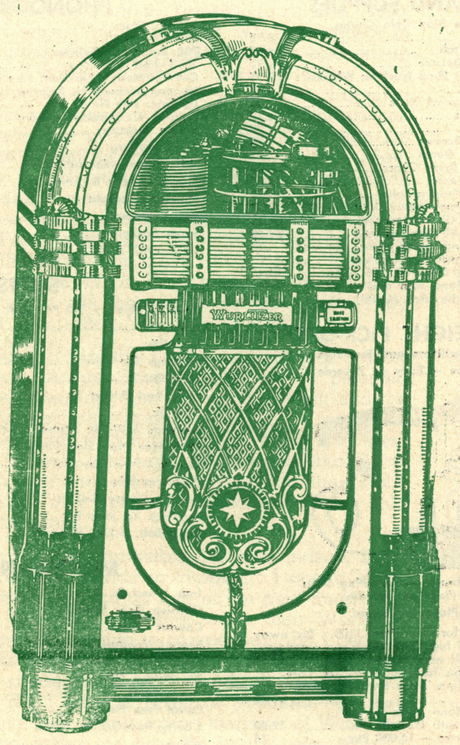
THANK YOU FOR A PROSPEROUS 1948

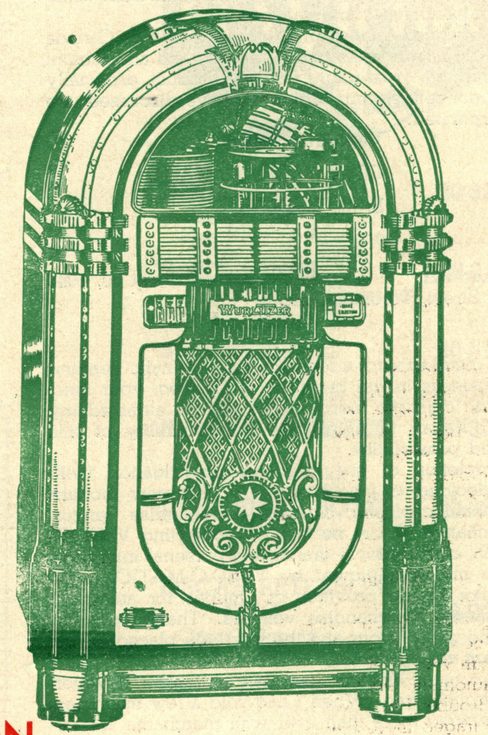
To You and Yours

our Best and Cheeriest

Greetings

for the Holiday Season





Health and Prosperity

for 1949

AL SIEGEL

LOU KEYFETS

ART LIPTON

BILL YOUNG
NEWMARKET

ROY MASSEY
TORONTO

CHARLES NAULT
MONTREAL

JOHN HAMILTON
VANCOUVER

SIEGEL DISTRIBUTING CO. LIMITED

EXCLUSIVE WURLITZER DISTRIBUTORS

HEAD OFFICE
477 YONGE STREET
TORONTO, CAN.

FACTORY—NEWMARKET, ONT.
SALES AND SERVICE BRANCHES,
TORONTO, MONTREAL, VANCOUVER

VEND-O-MATIC LETTERS

May 7, 1948

Vendomatic Ltd.,
569 Yonge St., Toronto, Ont.

Gentlemen:

We are pleased to advise you that the new Vendomatic electrical cigarette vending machine in our opinion, which is based on several months of operating experience in the field, "is basically a sound machine that performs capably the work for which it is designed with an absolute minimum of trouble and it is also the first Canadian-built vending machine we have found satisfactory."

Having operated almost anything produced in Canada during the last fifteen years in the vending and amusement field, we predict a great future for your product, especially so if the minor refinements which we have discussed, are being incorporated.

Very truly yours

COIN CRAFT CANADA

E. Liebman

Vend-O-Matic Ltd., Sherbrooke, August 30, 1948
569 Yonge Street, Toronto, Ontario

Dear Sir:

Being a distributor for a long time in automatic vending machine business in the province of Quebec, your automatic electric cigarette merchandise vendor attracted my attention. I began to investigate the reliability of this machine and possibilities.

On completion of my thorough investigation (with caution) I decided to invest capital in this new modern type of automatic electric cigarette merchandise vendor, if given a chance. I lost no time in contacting VEND-O-MATIC LTD., of Toronto, to grant me a personal interview, resulting in my appointment by VEND-O-MATIC, to be the distributor in the province of Quebec for automatic electric cigarette merchandise vendors. Thank you, Mr. Payne for the great favour and the trust you placed in me, **of which I am very proud.**

These automatic electric cigarette vendors have proven practically trouble free. When I had sold a few machines, I was encouraged more than ever with merchants' favourable comments as to the machine's reliability, time-saver, no loss due to pilfering and public acceptance of this modern way of merchandising.

I predict that a great future lies ahead for the distributors and operators who have accepted to distribute VEND-O-MATIC'S merchandise vendors. My record for the month of July, from two accounts alone is 230 machines, deliveries over a year's period.

Out of the number of coin music machine operators that I have come in contact with, some have expressed their opinion that a cigarette vendor may not be as profitable to an operator as a music machine. I suggest that when a music machine is placed on location, it receives about 20% public patronage from patrons who patronize such locations, but, the public's cigarette smoking habit (male and female) is very great, and, the cigarette smoker smokes one or two packs a day. The cigarette smoker will forfeit a meal for his smokes. The cigarette smoker, even in a depression period, finds his way of getting a pack a day.

Through my automatic vending machine experience, I find that this type of automatic electric cigarette vendor is most profitable for merchants and operators alike. It is basically sound and performs what it was designed for.

Coin machine operators of the province of Quebec: you are cordially invited to join and share with me in the success of this new type of automatic merchandise vendors.

Yours very truly,

Laval Tanguay
August 5, 1948

Jones Electric Supply Co., Ltd.,
King Street, Saint John, N.B.

Gentlemen:

I have been in the restaurant business for a number of years, and within the last six months I have found that my losses in cigarettes through errors and dishonesty have amounted to such a tremendous sum that I was forced to discontinue selling cigarettes.

The last month I was selling cigarettes my store was broken into, and over $200.00 worth of exposed cigarettes were stolen. This completely finished me as far as cigarettes were concerned, but on the insistence of my customers for cigarettes, I purchased a Vend-O-Matic Cigarette Vending Machine, although, at the time, I was sceptic as to whether or not it would solve my cigarette problem. I am pleased to say that I am entirely satisfied with my machine. My losses have been eliminated, and my clerk's time has been saved.

It is also noted that there has been an increase in the number of cigarettes sold. My accounting for the New Brunswick Cigarette Tax on each package is now as simple as one could hope for.

Trusting that this information will be of interest to you, I am,

Yours very truly,

J. W. BROWN,
Saint John, N.B.

Vend-O-Matic Ltd.,
569 Yonge Street,
Toronto, Ontario

Mary's Coffee Shop,
Preston, Ontario,
August 5, 1948

Dear Sir:

Since we have had a cigarette machine our sales have increased by 35%. Our losses are now nil, and the time saved has made our whole staff more efficient. This is the first time in our 12 years of business that our cigarette profits are in the black.

Sincerely,

M. Kay (Prop.)

August 19, 1948

(Continued on Next Page)

VEND-O-MATIC LETTERS

Vend-O-Matic Ltd.,
569 Yonge Street,
Toronto, Ontario

Gentlemen:

Since having been appointed a distributor for Vend-O-Matic Cigarette Machines, we have come into contact with many owners of Tobacco Shops, Restaurants, Hotels, and Resorts, and as yet have failed to contact a customer who is not pleased with the operation of his Vend-O-Matic Machine.

These machines have provided a quick and efficient method dealing with the cigarette trade. Their modern appearance fits into even the latest equipped business. Pilfering has been completely eliminated, and businesses which have failed to show a profit in the cigarette trade now not only show a profit, but an increase in sales.

We have been complimented on so many occasions about Vend-O-Matic that we feel that these testimonials should be passed on to you.

Hoping to be able to supply many more satisfied customers, we remain,

Yours very truly,

JONES ELECTRIC SUPPLY CO. LTD.

J. B. Jones Jr.,

Manager

WILL TRADE A LIMITED QUANTITY

Wurlitzer 3031 Wall Boxes Brand New

Wurlitzer 3020 Wall Boxes 5c, 10c, 25c

FOR ANY

Wurlitzer 70 or 75 Phonographs

FOR SALE

One-Minit-Pcp Pop Corn Machine at **$750.00**

¡Perfect Poir t Phono-Needle

1 to 25 Each 45c Per 100 $35.00

Lemieux Amusements Inc.

LAURENT LEMIEUX, Pres.

1114 RUE ST-VALLIER, Que

***JANE PICKENS** **20-3238**
Galway Bay
One Sunday Afternoon

***SPIKE JONES** **20-3177**
All I Want For Christmas
Happy New Year

***SAMMY KAYE** **20-3100**
Lavender Blue
Down Among the Sheltering Palms

***ILLINOIS JACQUET** **20-3060**
Mutton Leg
Symphony In Sid

***DEEP RIVER BOYS** **20-3203**
Recess In Heaven
It's Too Soon To Know

***OSCAR PETERSON TRIO** **56-0028**
Oscar's Boogie
Poor Butterfly

***PERMO POINT** Needles . . . round or elliptical—give fine and dependable reproduction—economical too!

Disk Companies In B.C. Shuffle Distrib Set-Ups

VANCOUVER, B.C., September 11.—McLennan, McFeely and Prior, Ltd., wholesale and retail hardware dealers with retail outlets thruout the province, have been appointed distributors for Mercury disks in British Columbia. Previously they were handled here by Lush & Jones, Ltd., who still retain the province of Alberta.

E. & H. Distributing Company, who has been importing Capitol and MGM waxings for the trade here, may be appointed B.C. distributor for Capitol when the Marconi Company begins pressing in Montreal for the Canadian market. With the import duty, American pressings retailed for $1.25 here; when pressed in Canada they will retail at about 75 cents. This firm also distributes Canadian repressings of Musicraft and other labels.

Lush & Jones, Ltd., thru an arrangement with Gordon V. Thompson, music publisher of Toronto, will distribute Best Sellers from Selected American Labels in British Columbia and Alberta. They are being pressed in Canada.

Year-Round Xmas

GREENSBORO, N.C., September 11.—Picking the records for music equipment here is a job for Einstein, according to a recent survey of music tastes of the local population. It seems the hometowners are as unpredictable as the weather when it comes to music tastes. For instance, one of the hottest records in town during the torrid heat wave this summer was "White Christmas." Practically no operator had the number on his machine, but when the tune started moving in retail stores, a few enterprising gents took a fling at it—and found the song drawing most of the nickels in their machines.

RAIN BLO COLORED BALL BUBBLE GUM
170 count per lb.
Suitable for all vending machines
Price 80c per lb.
Prepaid anywhere in Canada
Terms: Net 10 days draft.
Contact:
WILFRED LAWRENCE LTD.
Hammond Building
63 ALBERT ST. **WINNIPEG**

"A TRULY
MERRY CHRISTMAS
FOR EACH
and every one of my friends in the Coin Business"
—Marty Morosnick

Wanted: Wurlitzers 1100, 1015, 1017, 1017A, also Post War Wall Boxes
Kindly state price and condition

Winnipeg Coin Machines
277 Donald St. WINNIPEG, Man.

Juke Boxes Replace Grandfather's Fiddle

(Calgary Herald, October 18, 1948)

Grandfather may have been content to hear his popular tunes played by some village fiddler or by a uniformed band sitting in all its baroque splendour in a park bandshell, but his grandchildren derive their musical satisfaction from a coin operated music machine.

Thomas Edison probably never imagined that his invention would turn into a multi-million-dollar industry, but with the aid of visual and aural stimuli, the juke box with its extravagant lights and pretentious cabinet, has become a Canadian institution comparable in familiarity to corn-on-the-cob or ice cream.

Local coin-operated music boxes fall into two types, one the standard oversized "box" with high volume and selection controlled by a keyboard at the front of the machine, and the other, the low volume restricted area system which allows a patron to listen to music piped in from a central location at such a low volume that it will not disturb his music-hating neighbor.

Which system is more popular is a debatable point among machine operators. The selective machine is better suited to a public place catering to a less discriminating patron—the person who wishes a short period of music with his meal or coffee, and doesn't much care whether the hit tune of the moment is played or not.

In other places where the younger set gathers, the tune and the musicians are the influencing factors and the patron prefers to make his choice from 24 selections.

The selective system offers an hour-long program of 24 records played continuously 24 hours a day, seven days a week, from an automatic record player situated in the offices of the operator, and transmitted through regular telephone lines to the locations.

In the Automatic Music Co., which has a selective system piped to eight Calgary locations, and the regular style of juke-box installed in 20 other coffee bars and restaurants, six lines lead from the central record player to the telephone exchange, and eight other lines lead to the eight locations.

In some of the non-selective locations, a three-minute broadcast from either one of the three Calgary radio stations is offered for five cents. These broadcasts come from three radio receivers each tuned in to a station, and placed somewhere in the restaurant.

By turning a switch, the patron can be connected with either the centrally played recordings or one of the three radio receivers.

The stack of 24 records which play continuouslv is changed about once a week in accordance to the public's whims as demonstrated by the number of playings each record receives on the regular juke boxes.

Often two or three records of a popular recording are included among the 24 so that the public will be able to hear it three times during an hour, instead of only once.

Most of the music box operator's time is spent poring through the trade magazines of the entertainment world in an attempt to discover public opinion before it is manifested in machine receipts.

Often a particular dance band's recording of a song hit will be extremely popular with the public, while another recording of the same song will be a failure.

The juke box industry has followed the same pattern as most industries. Its peak receipts came during the war period when lonely servicemen sought solace in music bought for a nickle, but now the business is down to normal.

Costs have also risen. The juke boxes, all manufactured in the U.S., have tripled in price since 1939, while records have also increased in price. Recently the U.S. section of the industry received a severe setback when television sets were introduced into public places, but is now recovering with the promise of nickle television receivers.

A Very Merry Xmas
and
Happy New Year

To all our Friends across Canada
and
Thanking them for their Goodwill
and Patronage
during the Year 1948

Jones Electric Supply Co.Ltd
96 King Street
ST. JOHN New Brunswick

TO BONA FIDE OPERATORS

ONLY

BRAND NEW PHONOGRAPHS

LATE SERIES

Rock-ola Model 1426 - $1099.00

Rock-ola Model 1424 Hideaway - $695.00

Rock-ola Wall Boxes Model 1530 $65.00

30 Wire Cable - - Per Foot 18c

Bargain Prices on All Used Phonographs

WE WILL NOT BE UNDERSOLD

Mortimer Sales Co.

169 AMHERST ST. PHONE AMherst 1400 MONTREAL, Quebec

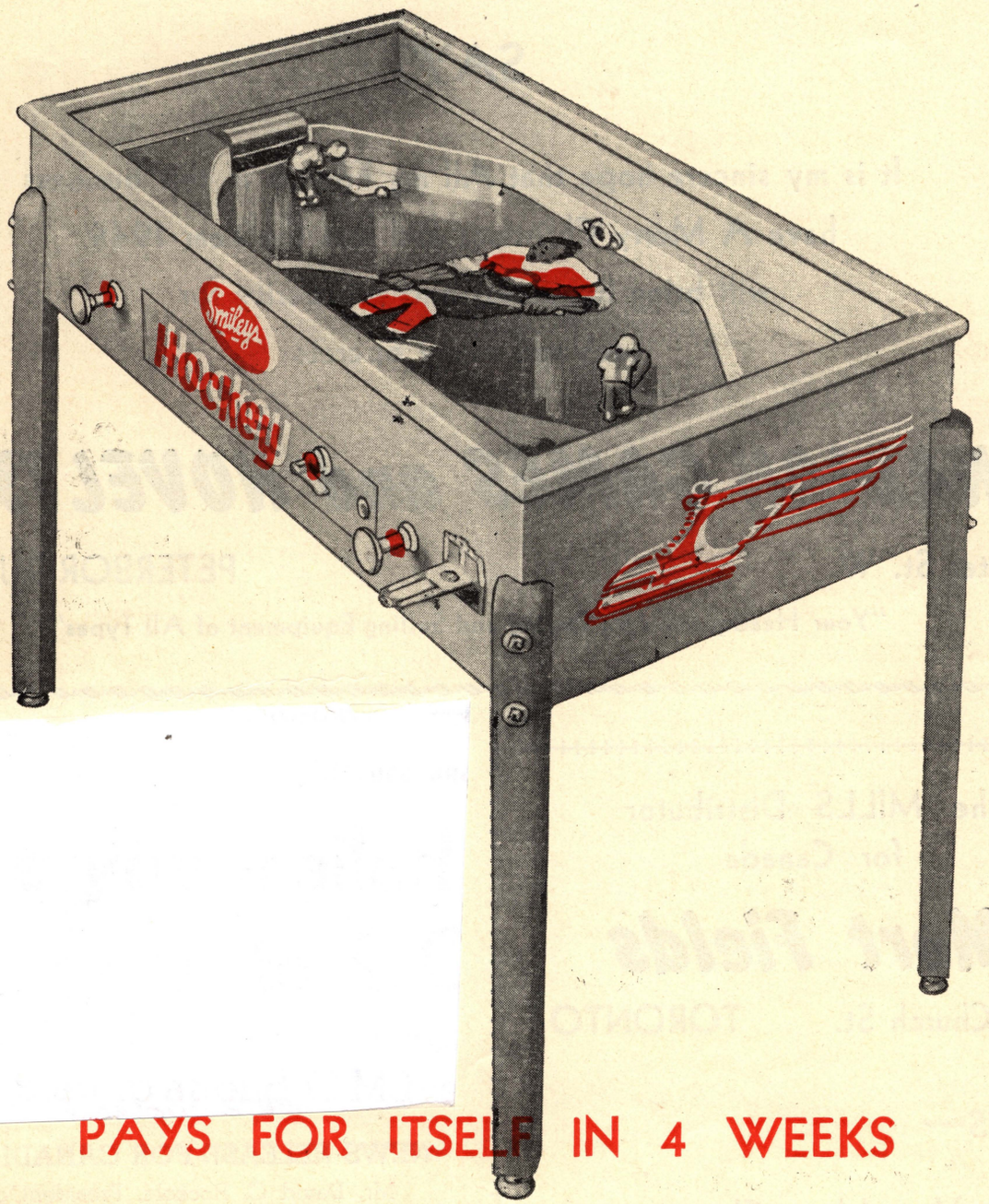
Addr

SUPER-SPEED HOCKEY GAME

Spectators Can't Resist Playing This Game.

No Experence Required to Handle These Machines

Two Keys To Each Unit



Averages As High As $100.00 Per Week.

Beautifully Finished In Multicolors

Strong, Dependable, Trouble-Proof!

Made of Highest Grade Materials to Withstand Abuse!

Tested and Retested Until Classified Perfect.

PAYS FOR ITSELF IN 4 WEEKS

The Biggest money-maker out in a decade! You have to see this streamlined machine to appreciate it! Measuring 42 inches long, 22 inches wide, 37 inches high in a natural finish.

This action packed machine requires two players. Fully antomatic, trouble proof. Made in Canada.

This is definitely a game of skill—will be accepted everywhere! Average playing time per game of 5 balls-60 seconds. For equipment that pays profits-sooner-faster-longer, get this new action Hockey Game. We can deliver at once! All parts available at all times. Sell them outright or operate a route.

AGENTS WANTED
Canadian Representative in Montreal

Write for Prices
Sole Distributors

DEALER IN
SLOTS—BAGATELLES—PARTS
BUY—SELL—EXCHANGE

357 ROY ST. EAST
MONTREAL, P.Q.

HARRY SOLOMON

PHONE
MA. 2081

Max Rishor

SAYS

It is my sincere hope that All my Friends in this business
have A Merry Christmas and that the Year 1949
will bring happiness and prosperity for
each and every operator

CANADIAN GAMES and NOVELTY CO.

225 Hunter St. W. PETERBOROUGH, Ontario

"Your Headquarters for Buying and Selling Equipment of All Types"

The MILLS Distributor
for Canada

Mort Fields

504 Church St. TORONTO

Says---

A Very Merry Christmas

And

Prosperous 1949
To All my Friends in the
Coin Machine Business

NEWS RELEASE FOR CANADIAN CASH BOX

Mr. David C. Rockola, President of Rock-Ola Manufacturing Corporation, announces the appointment of Mr. Carl A. Carlson, as General Woodworking Superintendent, at their plant at 800 N. Kedzie, Chicago, Illinois.

Mr. Carlson comes to this organization from Jackson, Mississippi, where he was Assistant Operations Manager at the Mississippi Products, Inc., a division of Sears Roebuck, manufacturing radio and sewing machine cabinets. Previously, Mr. Carlson was Assistant Superintendent of Johnson & Carlson, Chicago.

He is a graduate of Northwestern University, Massachusetts Institute of Technology, and Illinois Institute of Technology.

WHY

Tax the Operator out of Business?

That is just what is happening across the Dominion to-day. —Let us join together to form association to legislature against this.

Have you mailed your Membership to C.C.M.I. Yet?

If you plan to attend C.M.I. show in Chicago —Meet with Canadian operators at Sherman Hotel--3 p.m. Tues. Jan. 18 To elect officers for 1949

Join the Canadian Coin Machine Industry Association to-day

MEMBERSHIP $10.00 YEARLY

Send it to Temporary Sec'y. Eddie Sargent, Canadian Coin Box Owen Sound, Ontario

Make Your Own Choice

at

YOUR OWN PRICES!
of the Following Pin Balls

WILL ACCEPT ANY OFFER
REASONABLE

TARGET SKILL
NEW CHAMP
ABC BOWLER
SEA HAWK
BIG CHIEF
SNAPPY YI
TEN SPOT
SPOT POOL
1-2-3
FOUR ROSES
TOPIC
ZIG ZAG
GUN CLUB
GLAMOUR GIRL
CAPTAIN KIDD

Laurent Beaupre

Phone 18-R-14 **Estcourt, P.Q.**

If you are Buying or Selling

GAMES --- PHONOGRAPHS

Contact Johnny Achlidates

Victory Novelty Co.

1887 Beaubien E.
MONTREAL, 35

NEWS RELEASE FOR CANADIAN CASH BOX

Mr. Harold E. Brauns is appointed General Plant Superintendent at Rock-Ola Manufacturing Corporation, effective November 26th, 1948. He has been with Rock-Ola for five years, acting in a capacity as Production Manager. Previously, he was Plant Superintendent at the Nesco Plant at Granite City, Illinois, Chief of Inspection at Wilson & Bennett for three years, and held his first administrative job at the American Can Company, where he was employed for ten years.

Mr. Brauns resides with his family at Elmhurst, Illinois.

ANNOUNCE NEW NEEDLES

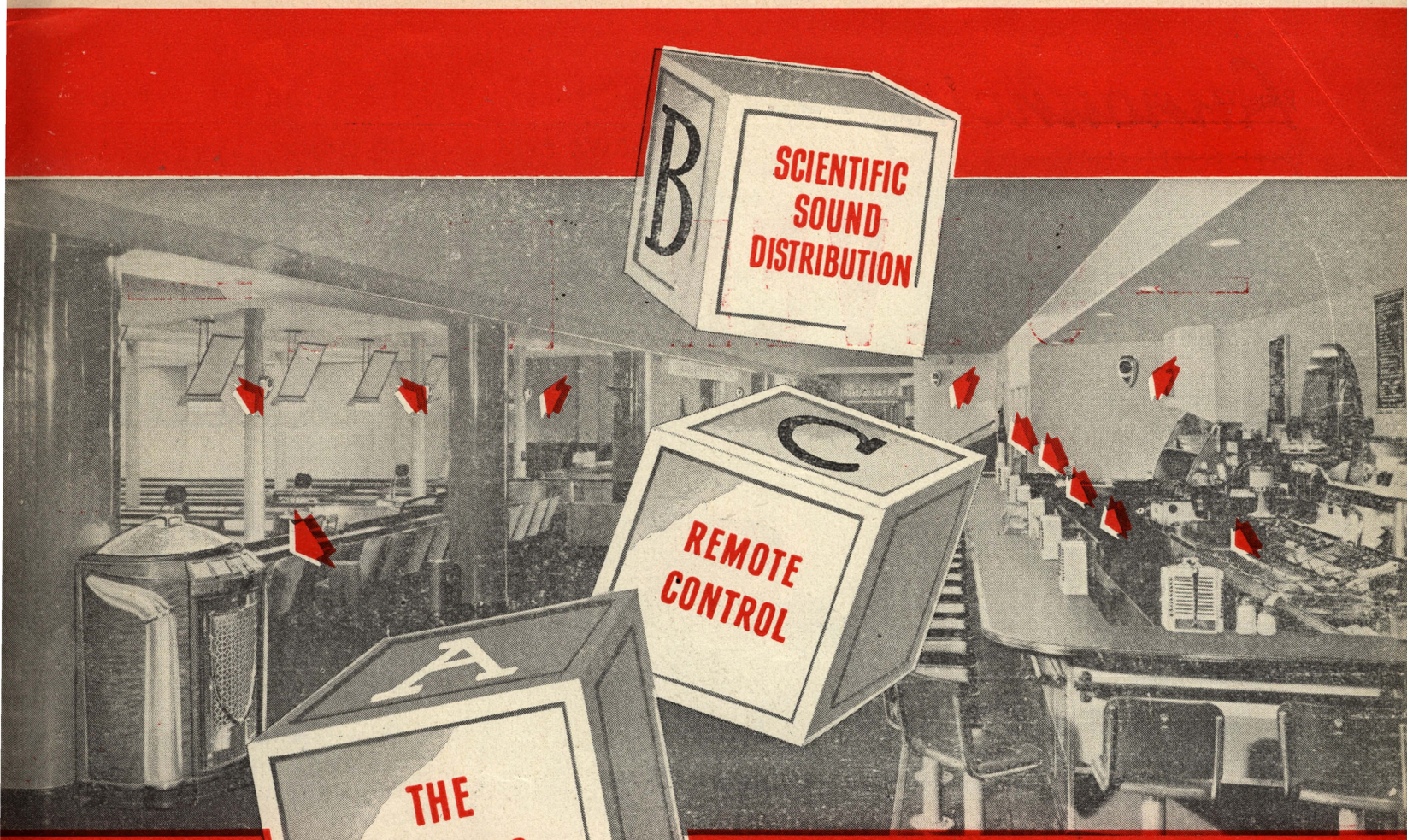
CHICAGO, Ill.—A new line of multiple-play phonograph needles in three price brackets was announced this week by the Pfanstiehl Chemical Company, Waukegan, Ill. A folder describing the new line features the Flex-Staff, listing at $2.00; the regular Pfanstiehl $1.50 needle, and the $1.00 needle, a metal alloy tipped needle with a different type of shaft.

YOUR
Headquarters
In Quebec for
Vending Equipment
and
Automatic Cigarette Vending Equipmeut

Merry Christmas and
Happy New Year
To One and All
Laval Tanguay

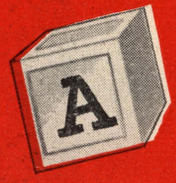
Laval Novelty Reg'd.

28 Belmont St **Phone 2610M**
SHERBROOKE, Que.

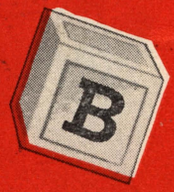


DOWNTOWN BOWL, SAN FRANCISCO, CALIF.

When the music is properly played—when the music is easy to buy—that's modern music merchandising. You can derive maximum revenue from your locations by practicing the ABC's of music merchandising.



The Seeburg Symphonola. Here is the heart of the music system... a skillfully engineered instrument that permits "tailoring" the music to the requirements of the particular location—without adapters or converters.



Seeburg Scientific Sound Distribution. Remote speakers—skillfully installed—reproduce music at just the right level for all to hear. No blare near the phonograph—no fadeaway in far corners.

Seeburg Remote Control. Wireless and 3-wire Wallomatics—silent salesmen—bring the music of the public's choice within easy reach.

In addition to the Symphonola, Speakers and Wallomatics, Seeburg provides everything necessary for the complete music system including the Dual Remote Volume Control, public address equipment and auxiliary amplifiers.

Your Seeburg distributor will demonstrate how modern music merchandising can benefit you.

THE ABC'S OF MUSIC MERCHANDISING ARE DEMONSTRATED IN THIS PICTURE

Seeburg

1902 · DEPENDABLE MUSIC SYSTEMS · 1948

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

BALDWIN DISTRIBUTING CO., LIMITED

620 KING STREET WEST — Reg. Gilchrist, Sales Manager — TORONTO, ONTARIO

Announcing---

—SILVER KING—

Vendors

Completely re-designed for sales compelling eye appeal, Flashing red, blue and silver colors.

Beautifully colored

Precision Built

Famous for dependable performance, long life and trouble free service.

Bigger profits from locations are a natural with the all New SILVER KING Vendors.

Baked Enamel Base

Sturdy Constructed.

2 Keys

Make sure of your investment insist upon SILVER KING.

Can be adjusted to give as many peanuts as desired.

Each machine is guaranteed.

Minor adjustments will be attended to free of charge.

A safe, sure, dignified independent business of your own.

1c CONFECTIONS

Anyone willing to devote a few hours per week can handle a larger route of these money makers.

The more SILVER KING you have working for you-- the greater your profits.

Operators all over the country are acclaiming the SILVER KING, the finest and most successful vendor they have used . . . a proved money maker

Successful operators buy good merchandise when you buy SILVER KING vending machines.

Start now—with a route of SILVER KING . You'll be amazed at the steady large profits made with peanuts.

For a successful vending machine business insist upon SILVER KING.

PRICE ● EACH

$14.50

Write for Quantity Price

Toronto Trading Post

Canada's Largest Distributors, Wholesalers and Jobbers
of Phonographs ◆ Pinball Games ◆ Weigh Scales ◆ Parts ◆ Etc.

736-8 YONGE ST. MR. A.A. CLAVIR, Business Manager TORONTO 5, ONTARIO
Phone KI. 0186